

## **AMENDMENTS TO THE CLAIMS**

The following listing of claims will replace all prior versions and listings of claims in the application.

### **LISTING OF CLAIMS**

1.-14. cancel

15. (currently amended) A method of distributing an electronic cash card comprising the steps of:

requesting a plurality of unfunded cash cards from a credit card provider by a purchase intermediary;

receiving a list of account numbers for the plurality of unfunded cash cards from the credit card provider at the purchase intermediary;

placing an order to manufacture the plurality of unfunded cash cards with a card manufacturer by the purchase intermediary using the list of account numbers;

directing distribution of the plurality of unfunded cash cards from the card manufacture to a plurality of retail outlets;

~~providing an unfunded cash card to a retail outlet from a purchase intermediary;~~

maintaining an association of which unfunded cash cards are sent to which retail outlets in a data file ~~associating the cash card with data in a data file~~ by executing a software-implemented application on a computing device prior to the purchase of the cash card, wherein the data file indicates that the card has not been funded;

funding the cash card at ~~a~~ the retail outlet via a purchase of the cash card by a purchaser for a purchase price but without selection of an identifier of the purchaser by the purchaser of the cash card;

updating the data file by executing a software-implemented application on a computing device with a value for the cash card substantially contemporaneously with funding of the cash card at the retail outlet; and

activating the given cash card after said funding when the retail outlet to which the given cash card was funded matches the retail outlet to which the cash card was sent to by the card manufacturer as indicated by the data file ~~remitting a fee to the retail outlet after the cash card has been funded.~~

16. cancel

17. (original) The method of claim 15 further comprising the step of remitting a commission to the retail outlet upon activation of the cash card.

18. (original) The method of claim 15 further comprising providing the cash card to the retail outlet via a distributor of goods to the retail outlet other than the cash card.

19. (previously presented) The method of claim 15 further comprising the step of selling the card to the retail outlet for a nominal amount.

20. (cancel)

21. (cancel)

22. (cancel)

23. (original) The method of claim 15 further comprising the step of manufacturing the cash card with a cash card carrier for supporting the cash card.

24. (previously presented) The method of claim 23 further comprising the step of providing at least one of advertisement and coupons on the cash card carrier.

25. (original) The method of claim 15 further comprising the steps of:  
activating the cash card over a network by registering the purchased cash card with the purchase intermediary; and  
providing at least one of advertisement and coupons over the network for presentation to the purchaser.

26. (currently amended) A system for distributing an electronic cash card comprising:

a credit card provider adapted to receive a request for a plurality of unfunded cash cards from a purchasing intermediary and provides an account number for each of the plurality of unfunded cash cards to the purchasing intermediary in response thereto;

the purchasing intermediary places an order to manufacture the plurality of unfunded cash cards with a card manufacturer using the provided account numbers and directs distribution of the plurality of unfunded cash cards from the card manufacturer to a plurality of retail outlets;

the purchasing intermediary further maintains an association of which of the unfunded cash cards are sent to which retail outlets in a data file residing on a computing device and prior to the purchase of the cash cards, wherein the data file indicates that the cash cards have not been funded;

~~a purchase intermediary, the purchase intermediary providing a plurality of unfunded cash cards to be sold;~~

~~a credit card provider, the credit card provider generating identification numbers for the respective cash cards, the identification numbers being stored in a data file, wherein the data file initially indicates that the card has not been funded; and~~

a retail outlet for receiving at least one of the unfunded cash cards, the retail outlet funding a cash card upon purchase of the cash card for a purchase price by a purchaser but without selection of an identifier of the purchaser, wherein the purchase by the purchaser causes the purchase intermediary to update the data file with a value

for the cash card substantially contemporaneously with funding of the cash card at the retail outlet and registration of the cash card after funding by the purchaser with the purchase intermediary causes activation of the cash card when the retail outlet at which the cash card was funded matches the retail outlet to which the cash card was sent to as indicated by the data file ~~and to remit a fee to the retail outlet after the cash card has been funded, wherein the value for the cash card is more than the purchase price of the cash card.~~

27. (cancel)

28. (original) The apparatus of claim 26 wherein the purchase intermediary remits a commission to the retail outlet upon activation of the cash card.

29. (original) The apparatus of claim 26 further comprising a distributor of goods to the retail outlet for providing the cash card to the retail outlet.

30. (previously presented) The apparatus of claim 26 wherein the purchase intermediary sells the card to the retail outlet for a nominal amount.

31. (cancel)

32. (cancel)

33. (cancel)

34. (original) The apparatus of claim 26 further comprising a cash card carrier for supporting the cash card, wherein the cash card carrier includes at least one of advertisement and coupons on the cash card.

35. (original) The apparatus of claim 26 wherein the purchaser activates the cash card over a network by registering the purchased cash card with the purchase intermediary.

36. (previously presented) The method of Claim 15 further comprising the step of activating the cash card over a network by registering the purchased cash card with the purchase intermediary subsequent to the purchase of the cash card and prior to transacting a purchase with the cash card.

37. (previously presented) The method of Claim 36 wherein contact information for the purchase intermediary is provided on the cash card.

38. (currently amended) A method of distributing an electronic cash card comprising the steps of:

ordering a cash card by a purchasing intermediary from a credit card provider;

directing distribution of the cash card to a retail outlet;

maintaining an associate between the cash card and the retail outlet to which the cash card was sent ~~associating the cash card with data~~ in a data file by executing a software-implemented application on a computing device prior to the purchase of the cash card, wherein the data file indicates that the cash card has not been funded;

~~providing the unfunded cash card from the purchasing intermediary to a retail outlet;~~

funding the cash card at the retail outlet via a purchase of the cash card by a purchaser for a purchase price but without selection of a personal identifier by the purchaser of the cash card;

updating the data file by executing a software-implemented application on a computing device with a value for the cash card substantially contemporaneously with funding of the cash card at the retail outlet;

remitting a fee to the retail outlet after the cash card has been funded; and

activating the cash card after said funding by checking in the data file that the retail outlet to which the cash card was sent matches the retail outlet at which the cash card was funded ~~over a network connection by registering the purchased cash card with the purchase, where contact information for the purchase card provider is provided on the cash card.~~